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SUSTAINABLE TOURISM DEVELOPMENT
BASED ON
TOURISM BEHAVIOR



SEMINAR PROCEEDINGS

SEKOLAH TINGGI PARIWISATA AMBARRUKMO

STiPRAM

YOGYAKARTA

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THE STRATEGIC ROLE OF AGRICULTURAL SECTOR IN SUPPORTING INDONESIAN TOURISM DEVELOPMENT

Okti Purwaningsih
Universitas PGRI Yogyakarta

Abstract

Tourism sector plays a significant role in Indonesian economic growth. The contribution of tourism sector to national revenue is increasing from year to year. The paradigm shift in tourism that has no merely based on the 3S (sun, sea, and sand) and the CBT (community-based tourism) concept become an opportunity to develop Indonesian eco-tourism. Agro tourism as one of eco-tourism components provides strategic opportunity for agricultural sector in contributing Indonesian tourism development. Natural resources, culture and farmer community social life are the enchanting aspects for foreign tourists.

Problems encountered in Indonesian agro-tourism development involve farmers' less knowledge, limited infrastructure and capital. This has been obstacle in advancing agro tourism as the leading in Indonesian tourism. Agricultural sector involvement and effort of making farmers as one of the Indonesian tourism players create one alternative to improve farmers' income and life.

Indonesian agro-tourism development will be well successful when it is supported by all relevant components, including government, farming community, financial institutions, hospitality services, transportation, and travel agencies. Good cooperation of such components is expected to drive agro tourism as the leading in Indonesia tourism.

Keywords: agriculture, tourism.

Introduction

Tourism sector plays a significant role in Indonesian economic growth. In 2012 the contribution of foreign exchange from the tourism sector was \pm 9 billion US dollars, and in 2013 the Minister of Tourism and Creative Economy (*Menparekraf*), Mari Elka Pangestu, expected that tourism sector was capable to provide foreign exchange contribution of 10 billion U.S. dollars \pm (Anonymous, 2013). Of course, it is not an excessive target due to the increase in tourist flow coming to Indonesia. According to the Indonesian Central Statistics Agency (BPS), in 2012 total foreign tourist coming to Indonesia was 8,044,462, and during January-November 2013, there were 7,941,474 foreign tourists visiting Indonesia. Economic growth has made tourism as one of the primary requirements for developed society. Tourism also plays as the economic leading sector in some countries.

Dr. Ok Purwaningsih, M.P. is a permanent lecturer at the Faculty of Agriculture PGRI University of Yogyakarta. Phone +62274-376808 (office). Mobile: +62818270939. Email: ok_purwaningsih@yahoo.com

Tourism economics has various derivative activities including hospitality industry, travel, transportation, food, crafts, and others. Tourism development is able to improve community welfare. Tourism cannot stand alone, and the development and advancement of the tourism sector require the support of various parties in addition to tourism industry and government as well. Political and security atmosphere and economic stability serve as the basis for developing tourism industry to attract foreign tourists.

In the recent decades a shift has been identified in mindset and demands of the world community on tourism. People are no longer focused on 3S (sun, sea, and sand) only, but also other tourism products. Tourism industry has accurately grasped these opportunities including various tourism products developing local culture and natural resources that are packaged to meet the needs of tourists to be more interested and motivated. This encourages the growth of eco-tourism. The development of eco-tourism cannot be separated from the development of agricultural sector. Agricultural development, therefore, should work hand in hand with tourism; hence, both sectors can mutually support.

Synergy of Agricultural Development and Tourism

The introduction of CBT (community based tourism) concept has encouraged fast growing eco-tourism. Tourism actors working with village governments or farmer groups even utilize tourism as a means to create alternative business opportunity and added revenue for rural communities. The local culture of farming community can be a selling point for tourism. Several estates that government and private sector run open tourism business units to grasp tourism opportunities responding on the increase of tourists' interest on eco-tourism.

Eco-tourism is a part of sustainable tourism involving sectors supporting tourism activities including beach and sun tourism, rural and agro-tourism, natural tourism, cultural tourism, and business travel. Eco-tourism rests on three points: rural tourism, natural tourism, and cultural tourism (Nugroho, 2011). According to the 2002 Quebec Declaration (Nugroho, 2011) sustainable eco-tourism refers to tourism that specifically includes efforts as the following: 1) active contribution to natural and cultural conservations, 2) local community participation in the plan, development and organization of tourist activities and enjoyment of welfare, 3) knowledge transfer on natural and cultural heritage to visitors, 4) the form of independent travel or small-scale tour groups.

Based on the above criteria on eco-tourism, those mostly developed in Indonesia has been closely related to agricultural sector. The relationship of both sectors is in the matter of complementary. Agriculture has a strategic role in developing eco-tourism in Indonesia. Agricultural development will provide direct contribution to Indonesian tourism development. Bali well known as one of the tourist destinations with its natural, cultural tourism, as well as agro-tourism has still needed agriculture sector to develop its tourism. Various tourist places and tourist attractions in Bali need flower products for offering and dance performance events. In similar, culinary tourism also depends on agriculture products. The famous Subak system and its unique rice field terracing become a commodity enchanting tourists to visit. Not only in Bali, have most of the tourist areas in Indonesia depended on agriculture to support its tourism. Agro-tourism

in East Java, West Java, North Sumatra, Yogyakarta, Central Java, Papua, Sulawesi, all offer a rustic atmosphere with its exotic life of farmers and tropical agricultural products difficult to be found in four season countries. Some areas develop tourism villages offering tour packages to stay in the villages with its jogging track activity along the rice fields, plowing, planting rice, as well as a trip to orchard and straightly picking fruits from the trees. Given the greater contribution of agriculture to tourism, therefore, an integrated agricultural development with tourism is required. Such an agricultural development is focused to increase the sale value of tourism. In addition, tourism development is also aimed to increase the sale value of agricultural products and byproducts; the welfare of farmers, therefore, can be improved.

The eco-tourism based on the concepts of rural tourism, natural tourism, and cultural tourism is not merely developed in Indonesia; European countries have long developed wine tourism. Wine tourism is closely related to agriculture and rural life. Wine tourism benefits include: generating a secondary important farm income and value added products, providing jobs, diversifying rural economies, and preserving the visual and cultural identity of rural communities (Peter, 2001). In addition to wines, local culture, local cuisine serve as significant enchantment in wine tourism. A research that Thomas, *et al.* (2011) conducted, concludes that there are three important things affecting wine tourism in Spain, i.e. business kind and employee education level, winery visits and the state of tourism in the Spain area.

Learning from the wine tourism success in European countries, Indonesian eco-tourism development should consider several aspects of eco-tourism in Indonesia in order to be potential destination of foreign tourists. In addition to infrastructure, lodging, transportation, and public facilities, the education/knowledge of Indonesia farmers should also be considered. Most Indonesian farmers are poor with their lower education level and traditional farming practices. Farmers should be provided with appropriate knowledge and skills to make them prepared for the change from purely agricultural product producers to those who selling services and agricultural products as well. Farmers and rural communities are required to do some preparations in welcoming tourists, particularly foreign tourists, on how to serve tourists and make them feel comfortable living in the countryside, on how to understand and appreciate foreign tourist culture without degrading local culture values. The challenges for eco-tourism managers has to do with how to make the eco-tourism enchanting as many foreign tourists as possible, but still maintaining and preserving cultural wisdom and with no producing local culture degradation due to modern cultural values.

Eco-tourism Management

It is inevitable that tourism has provided contribution to economic growth, particularly for Asian-Pacific countries as APEC members; hence, in 2013 APEC meeting, tourism became one of the issues in the meeting. During 2010, all 21 APEC economies attracted 40% of visitors coming from all over the world. The political, economic and social stability and infrastructure betterment in APEC region has been the reason for this tourism sector increase. It is estimated that within the next ten years, visitors from APEC economies will grow on the annual average of 4.7%; this will involve 3.9% of all APEC exports (Sugiarto, 2013). Observing the tourism prospect, it is

necessary to explore and enhance tourism potentials in Indonesia; and hence, it will boost economy.

In the early of twenty-first century there has been a significant change in tourism sector. This is due to the changes in the demand of alternative tourism products, in addition to sun, sea, and sand. Therefore, innovative tourism products should be created to make visitors more attracted. One of them refers to the development of rural tourism offering eco-tourism, culture, and local cuisines. Many plantations also offer agro tourism packages in their tea and coffee plantations, fruits and vegetable gardens. In addition to walking around the plantations, the visitors have also opportunity to observe product processing and they can directly reap the fruits or vegetables. The recent development of tourism products offered has closely related to agricultural sector. Therefore, it requires the agricultural sector's readiness to be involved in tourism sector. Agriculture does not produce agricultural products only; rather, it also involves activities in selling services of tourism sector, providing visitors with home stay, serving special cuisines, cultural events, and packing farming activities that the farmers may carry out to become enchanting activities for the visitors.

The success of tourism products in terms of eco-tourism, particularly agro tourism in attracting visitors, of course, will not become the responsibility of the farmers only. The cooperation of government, farmers/ rural communities, and entrepreneurs in tourism sector is required for the success of eco-tourism. The synergy between government agencies and various policies is also needed to support the development of Indonesian eco-tourism. Infrastructure involving friendly airports, roads, transportation, and public facilities must be prepared. The active roles of the ministry of agriculture and ministry of industry are also required to develop and train our farmers and rural communities to produce leading agricultural products, to perform appropriate agricultural activities, and to be able to cultivate agricultural products of good and hygienic quality and to produce local handicrafts as well. In similar, the cooperation with tourism entrepreneurs should also be improved; it is expected that tourism actors make a commitment to accommodate agricultural products that farmers produce; and hence the farmers have appropriate solutions for their marketing problems. Tourism entrepreneurs including in star hotels, travel agents, and restaurants are expected to be foster parents for farmer groups. They may allocate CSR (Corporate Social Responsibility) funds to develop the farmer groups. The partnership between tourism entrepreneurs and farmers needed for successful eco-tourism. The partnership may be in terms of providing capital facility and marketing agricultural product and providing training on tourism sector to the farmers. The partnership must be transparent, and hence, the farmers and rural communities to be directly benefitted from eco-tourism development.

Indonesia as an agricultural country has a great potential to develop eco-tourism with its agro tourism and national parks. Eco-tourism development must consider both natural and cultural conservation efforts. Eco-tourism development requires such particular management that conservation efforts are not defeated by the economic and social interests. Tourism industry in terms of eco-tourism is created due to market demand. The demand is not merely due to economic factors as price is not the main variable. Tourists visit a tourist destination to obtain satisfaction, knowledge, conduct research, and conservation efforts. Tourism actors, therefore, must be observant to grasp these opportunities. The cooperation between the tourism actors and government needs improvement to make eco-tourism may well run based on the demand and secure its sustainability. Things to consider in the eco-tourism development has to do with the

efforts of maintaining natural and cultural conservation; natural destruction and local cultural value degradation should not be come true due to economic interests.

Conclusions

In the early of twenty-first century there was such change in tourism product demand that encouraged the emergence of new tourism products, including eco-tourism. Agricultural sector has a strategic role in developing tourism industry, particularly eco-tourism in Indonesia. The development of eco-tourism in Indonesia should consider the conservation efforts of natural and cultural preservation. Such a development should also develop local culture. The cooperation and synergy of government, tourism entrepreneurs, and farmers is required to drive the successful eco-tourism development in Indonesia.

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